

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh efikasi diri, motivasi dan kemandirian terhadap keberhasilan usaha wanita pada kampung kue di Surabaya. Populasi yang digunakan dalam penelitian ini adalah anggota kampung kue yang berjumlah 65 orang dengan jumlah sampel sebesar 40 orang responden.

Teknik analisis data menggunakan analisis regresi linier berganda yang bertujuan untuk menghitung besarnya koefisien regresi guna menunjukkan besarnya pengaruh variabel efikasi diri, motivasi dan kemandirian terhadap keberhasilan usaha. Sedangkan uji F digunakan untuk menguji kelayakan model dalam penelitian. Hasil pengujian uji F menunjukkan bahwa model regresi dapat digunakan untuk memprediksi keberhasilan usaha. Pengujian hipotesis menggunakan uji t.

Hasil penelitian uji t dengan menggunakan SPSS 16 diketahui bahwa variabel efikasi diri berpengaruh positif dan signifikan terhadap keberhasilan usaha sebesar 4,156. Variabel motivasi berpengaruh positif dan signifikan terhadap keberhasilan usaha sebesar 2,934. Variabel kemandirian berpengaruh positif dan signifikan terhadap keberhasilan usaha sebesar 2,484.

Kata kunci : efikasi diri, motivasi, kemandirian, keberhasilan usaha.

## **ABSTRACT**

This research aims to determine and analyze the influence of self-efficacy, motivation and independence to the success of women's business in the village cake in Surabaya. Population used in this research is cake village member amounting to 65 people with amount of sample equal to 40 respondent.

The technique of data analysis using multiple linear regression analysis which aims to calculate the regression coefficient to indicate the influence of self-efficacy, motivation and independence variable to business success. While the F test is used to test the feasibility of the model in the study. F test results show that the regression model can be used to predict business success. Hypothesis testing using t test.

Result of research of t test by using SPSS 16 known that self-efficacy variable have positive and significant influence to business success equal to 4,156. The variable of motivation has positive and significant influence to the success of the effort of 2,934. The independence variable has a positive and significant influence to the success of the business of 2.484.

Keywords: self efficacy, motivation, independence, business success.

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Nama Mahasiswa

NPM

Tanggal Masuk

Tanggal Selesai

Abstrak ini adalah memang betul translasi dari LAB. BAHASA  
Seesat dengan aslinya yang telah disetujui oleh dosen pembimbing

Petugas LAB. BAHASA

